This is National .Thrift Week, and the anniversary the birth of Benjamin Franklin, our greatest ex-

Have you ever thought how much the sums necdlessly spent would total if added up and interest figured at

Buy Guarar teed First Mortgage Certificates and lay the foundation of a fortune.

Send for Bocklet F-181.

LAWYERS MORTGAGE CO. Capital & Surplus \$9,000,000

aberty St., N. V. 184 Montague St., Blo ephone 7905 Cert. Telephone 7886 Mai



Regarding Present Retail Prices

ONSUMERS termined to help bring prices down by not buying, although they did not like to skimp themselves. The banks did not like to restrict credits; nor did the stores like to cut down their own buying. But it was necessary and we all did it.



FTER you have read this turn to the advertisements and you will see that the reductions are sweeping. The present break in prices is notable. The retail stores are doing their share.



F we continue to defer our normal demand we shall be increasing unemployment and curtailing purchasing power. When re-exerted, this overgrown demand will, in addition, overtax production and prices will advance. Buy now, if you can.

NATIONAL **AMERICAN** BANK

OF NEW YORK 8 West 40th Street

Opposite the Library per of the Federal Reserve System Capital \$1,000,000 Surplus \$500.000

REPAIRED WILKE'S PIPE SHOP 287 BOWAY

No One Need Buy Cuticura Before He Tries Free Samples

DEFINITE MOVE MADE TO BRIDGE **HUDSON RIVER**

Articles of Incorporation Filed at Albany_Organization Committee Named.

\$200,000,000 IS SOUGHT

Public Movement Started to Finance-Greater Port Development.

PLANS ARE OUTLINED

Lindenthal, Hell Gate Bridge Creator, Becomes Engineer

-the spanning of the Hudson and the

Committee Statement. The Organization Committee issued a

The Organization Committee issued a statement which says:

"The river which separates Manhattan I Island from the continent is the controlling factor of the port situation and no solution of the increasingly costly, complex and burdensome, traffic problems on either side can be had without first spanning the Hudson. The vehicular tunnels under the river are expected to afford some measure of relief; but the only adequate means is a great highway and railroad bridge which will have a capacity equal to that of twenty tunnels and will cost less than one-half as much as the cost of that many tunnels.

"Because of the immensely higher terminal charges here, due to the lack of such a bridge and the improvements that would go with it, the port of New York is rapidly losing its foreign commerce, which is being diverted to Philadelphia, Haltimore, New Orleans and other ports. Manhattan Island must continue to be restricted, particularly in winter, to a few days' supply of food and fuel until a speedy, certain and economical means of distribution can be established, this obviously depending first upon passage across the Hudson. Large areas of land, particularly in New Jersey, must remain undeveloped, causing congestion elsewhere, so long as means of intercommunication are inadequate and interrupted, in that among other matters automobiles or trucks going to or coming from the west are delayed from half an hour to many hours instead of being able at all times to make a direct trip of a few minutes, as over the East River bridges.

"National demands for expansion of transport facilities here, as well as local traffic requirements, and the possible exigencies of war in the future, cannot be met so leng as the Hudson River remains in effect a barrier between the Western and Southern railways and their Eastern and Northern connections.

Purposes of the Corporation.

Purposes of the Corporation.

Purposes of the Corporation.

"The Hudson River Bridge Corporation is capitalized for the present at \$251,000, and the directors named in the papers filed at Albany are George A. Post, R. A. C. Smith, John H. Love, Henry D. Waibridge, Thomas H. Simpson, Fulton MacMahon, W. J. Amend, George T. Smith and George F. D. Trask, The purposes of the corporation are to further the objects set forth in the charter of the North River Bridge Company, created by act of Congress in 1899, by organising such corporation or corporations and by taking such other measures as may or will bring about 'the construction, equipping, operation and struction, equipping, operation and maintenance, along practicable and fi-nancially sound lines, of the great double deck highway and railroad bridge con-

RUMMAGE SALE for the benefit of the Social Service Work of St. Mark's Hostial will be held at 736 Lexington Avenue at January 21st and 22nd, between 16 A. M. do 5 P. M. Donations will be received at 16 Lexington Avenue on Thursday, January 18 Lexington Avenue on Thursday, January 18

Connecticut Suffrage Body Is Dissolved

NEW HAVEN, Jan. 18 .- After NEW HAVEN, Jan. 18.—After fifty-one years of effort, and with its ambition accomplished, the Connecticut Women Suffrage Association dissolved to-day.

Among those who in 1869 formed this association were Susan B. Anthony, Isabelle Beecher Hooker, Harriet Beecher Stowe, Julia Ward Howe, the Rev. C. E. Stowe and William Lloyd Garrison. The meeting was in Hartford, and Miss Frances Ellen Burr, 89, alone is living of the pioneer band. She was secretary from 1869 to 1910.

recaplated and all its necessary appurte-nances, including a classification and terminal yard in New Jersey, an ele-vated railroad on the west side of Man-hattan for freight and passengers, a union station in Manhattan for the rail-roads now terminating in New Jersey, a moving platform under Fifty-seventh street and across the bridge, electrical power flant and such other elements as may be required to meet the public need and insure the financial stability of the enterprise as a whole.

in Charge.

"The entire plan is estimated to bequire seven to eight years' time and a total investment of about \$200,000,000, of which approximately one-half will be represented by the bridge itself. Inasmuch as the States or synticipalities would find it impracticable to undertake the work and probably could not appropriate public funds for such a project without first enacting legislation which might require more than a generation of time, the work will be done with private capital. capital.
"It is expected that the railroads and

important step toward the resification without first enacting legislation which of the therished dream of many years — the spanning of the Eudeon and the connecting of Mannattan and New Jersey by a great bridge, the river exction of the old Brooklyn Bridge.

There was announced at the same time the formation of an organization of the old Brooklyn Bridge.

There was announced at the same time the formation of an organization of the old Brooklyn Bridge.

The presentation of the enterprise to which the port of the enterprise to whi

Retail Food Prices Down WASHINGTON, Jan. 18.—An average decrease of 8 per cent. in retail prices of twenty-two food articles in December, as compared with November, was noted to-day in stristics compiled by the Labor Department. Corpared to December, 1920, the decrease was 10 per cent. The products and decreases were: Oranges, 27 per cent.; sugar, 18 per cent.; ham, 13 per cent.; bacon, butter and lard, 11 per cent.; round steak, flour and bananas, 10 per cent. Raisins increased 36 per cent.; WASHINGTON, Jan. 18 .-- Ar

Balloonist Parries Questions and Has Only Praise for Shipmates.

FLIGHT WAS BY ORDERS

Farrell Also Testifies as to Sensational Mishap in Canadian Wilds.

Lieuts, Louis A. Kloor and Stepher A. Farrell, who with Lieut. Walter Hinton made the recent trip into the Canadian wilderness in the naval free talloon A-5598, were the only witnesses yesterday before the naval court of inquiry called by Secretary Daniels of the mayal station at Rockaway Point. Most

Kloor, as pilot of the balloon and commander of the expedition.

Lieut. Kloor throughout his testimony avoided all references to the fist fight between Lieut. Farrell and Lieut. Hinton in Mattice after they had reached that village from Moose Factory, where the balloon landed. Several questions intended to obtain information regarding the trouble between the two men were asked by Lieutenant-Commander Norfleet, one of the board, but they were parried by Kloor. In consequence the board has received no official knowledge of the trouble between Hinton and Farrell, which caused considerable comment throughout the United States and Canada.

"As commanding officer of the bal-

bridge is to accommodate 12.000 vehicles, which is equal to the combined vehicular capacity of the Brooklyn, Manhattan. Williamsburg and Queens borough bridges combined, and on its upper deck will sustain 40.000 tons of beard the barking of the dog that ied Sale Begins T

Men's Super-Weight

Domet Flannel

PAJAMAS

\$2.29

Mary's former prices \$3.89 and \$4.39 per suit

These garments are made of only the high grades of flan-

nelette and of the heavier weights and are far superior to

the usual Domet pajamas. Made by one of the high grade

manufacturers, cut full and roomy, with or without frogs.

Attractive patterns consisting of stripings of blue, pink or

M9373 -Main Floor, 35th Street.

R.H. Macy & Co.

gray on white ground.

Continued from First Page.

bananas, 10 per cent.
Raisins increased 36 per cent.;
rolled oats, 18 per cent., and
storage ergs. cream and wheat
and macaroni, 9 per cent.

CITY LEGISLATORS

retained. These features would require cities and trolley companies to enter into negotiations to make cost service agreements. If the negotiations cannot be completed within a specified time the wnole matter would be turned over to the Public Service Commissions.

GARRISON SEES GOOD IN ATTACKS ON HIM Will Be Helpful in Publishing B. R. T. Troubles.

Repiles to the criticisms of the management of the Brooklyn Rapid Transit and the Brooklyn City Railroad made in the Senate at Albany Monday night were issued yeasterday by Lindley M. Garrison, receiver of the B. R. T., who was described as a "czar" by Senator Burlingame and by H. Hobart Porter, general manager of the Brooklyn City Railroad, who offended Senator Simpson by discontinuing the Park Slope line.

The chief point in Mr. Garrison's reply was that he did not care whether the B. R. T. or himself was blamed or praised individually or collectively, so long as the B. R. T.'s troubles in trying to create an appetite for citrus frusts while New York apple growers in appetite for some of the finest fruit produced on the face of the earth?

"Wake up, New York apple growers, and advertise!

"Think of the Pacific coast raisin growers investing \$500,000 a year in advertise!

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"Wake up, New York apple growers, and advertise!

"Think of the Pacific coast raisin growers investing and the prune growers strought and the prune growers are the prune growers and advertise."

"Think of the Pacific coast raisin growers investing and the prune growers apparently try to keep it a server from all the world that they are the prune growers apparently try to keep it a server from all the world that they are the prune growers apparently try to keep it a server from all the world that they are the prune growers apparently try to keep it a server from all the world that they are the prune growers and advertise!

84 P. CT. BANKRUPTS

State Apple Growers Told Publicity Has Made California Orchardists Wealthy.

FARMER NEEDS GOOD WILL

Must Inform Consumer of His Wares, Asserts George

A. Cullen.

he greatest financial agencies in America discovered this fact, and George A text on which he based his speech or "Cooperative Marketing" delivered to day at the annual meeting of the New York State Agriculaural Society. The meeting was held in the Assembly

After setting forth the above cited remember that neither Dun nor Bradstreet reports cover the apple growers of New York State-a fact that made

"You apple growers sitting before me furnish one of the most striking examples in this country of intelligent men failing to make use of the one thing that could turn disaster into success. Why do California growers successfully invest \$750,000 a year in advertising to create an annetic for citius.

Rallroad, who offended Senator Simpson by discontinuing the Park Slope line.

The chief point in Mr. Garrison's reply was that he did not care whether the B. R. T. or himself was blamed or praised individually or collectively. so long as the B. R. T.'s troubles in trying to operate on inadequate fares somehow got into print.

"Suffering attacks goes with my job," he said. "and if by attacking me those in the political game can succeed in bringing this matter acutely to the attention of the public a very good end will have been served." Mr. Garrisor added that he thought the attack of Senator Burlingame upon Federal Judge Mayer was in bad taste.

Mr. Porter defended the discontinuance of the Park Slope line with a statement that an agreement had been made with the Public Service Commission that at any time the Park Slope line failed to produce sufficient revenue to meet expenses the company could stop the service. "During seven and one-half months of operation of this line." said Mr. Porter ter, "it has cost nearly \$10,000 more to operate than was received in fares.

public. It must no longer be marely the manufacturer or the middleman who is known, as has been the case almost universally in the past. The grower must seize and hold that great intangible asset known to the legal and financial world as "good will," which will raise him from a position of dependence to one of power.

"But there is a further and exceedingly important use for advertising by the grower. That is in constantly keeping the consumer informed when his products are available, or to be available, when they are abundant and when they are or should be relatively cheap at retail. This has real practical value in stimulating consumption."

RADIO LINKS FRANCE

WITH UNITED STAT

Commercial Service Beg After Test Messages.

The Radio Corporation of Ame yesterday announced the opening on new radio circuit to France, their adding another link to its world wireless chain. Test messages have exchanged between the two countries the last few days and yesterday man the first day of commercial community of the last few days and yesterday man the first day of commercial community of the provide was placed at the strength of the case almost with the provide with the consumer the consumer information of the provide with the pro tion when the service was pla

disposal of the general public. Thesday, Feb. 2, was fixed yesterday by Judge John F. McIntyre as the date for trial of Nicholas Laresch, under indictment for first degree murder in connection with the killing of Police Lieut. Floyd Horton on December 17. Laresch was indicted after Mrs. Lucille Brooks, a passenger in the car that Lleut. Horton tried to stop, had appeared as a witness before the Grand Jury.

dispesal of the general public.

The new radio service uses a huge transmitting station focated at Tuckerton, N. J. The receiving station on the American side is at Belmar, N. J. On the French side the receiving scation is located at Ville Juif, which is near Paris, while the transmitter is at Lyons.

FRANKLIN SIMON MEN'S SHOPS 2 to 8 WEST 38th STREET

The Only Man's English Overcoat Over Here That Counts Over There Is __ The

Aquascutum!

Frankly, we do not feature the Aquascutum to cater to the type of mind that merely wants an English label, like a tourist who carries a suit case around plastered with the itinerary of his travels. Any English overcoat will suffice for that. We personally feature the Aquascutum because it is not alone English made, but because it is the only English overcoat with a great and established reputation. And you might as well have the real thing while you

A Wide Selection at \$75



The Man's Shop A Floor of Complete Masculinity

There are the Twentieth Century Limited, the Ocean Greyhound and the Express Elevators to The Man's Shop at Lord & Taylor

en en en proposition de la proposition della pro

Prices We Have Left Behind



WHEN announcement was made that "the bottom of the price hill has been reached for the season" at The Man's Shop, there was slight anticipation of the great friendly throng which would meet us at the foot of the slide.

The American tailors who have made The Man's Shop clothes builded better than they knew when they placed their remaining suits and overcoats with us at one-half their previous wholesale prices.

Hundreds of new friendships have been the result of The Man's Shop's consequent offer of all its clothes, except evening dress, at less than they cost the manufacturer to produce. It has been a re-marking, not a sale—a

remarkable re-marking of clothes carefully assembled by this shop as the best that America and England could produce. Overcoats for all American weather-coats

made in England, and American coats made of highest grade English and American woolens, now \$38, \$58 and \$68—genuine aristocrats, for Winter storm or the sunshine of spring.

Suits of finest imported and domestic woolens, which have been making prestige for The Man's Shop all season at their former prices, consistent with this character of clothing-now \$32, \$42 and \$48.

Most of them of medium-light weight for all-year wear-Spring and Summer as well as Winter-half and quarter lined.

And golf suits at \$42 and \$48-such as one would expect at The Man's Shop.

Lord & Taylor

38th Street

The Man's Shop

Tenth Floor

39th Street Express Elevators

Without Stop

